

2005 KENTUCKY UNBRIDLED SPIRIT  
GRAPHIC STANDARDS MANUAL



TM

*Kentucky*  
UNBRIDLED SPIRIT™

# GRAPHIC STANDARDS MANUAL

---

## Table of Contents

Letter from Governor Fletcher .....	2
Letter from Tourism Commissioner Fiveash.....	3
How to Use Kentucky Unbridled Spirit .....	4
Elements of the Brand Identity .....	5
Logo Variations .....	6
Incorrect Usage of the Logo .....	8
Logo Area of Isolation .....	9
Color Palettes .....	10
Typography.....	11
Symbol Graphic .....	15
Brand Use with State Cabinets/Affiliated Departments .....	16
Brand Use with State Web Network.....	26
Brand Use with Local/Regional Governmental Agencies .....	29
Brand Use with Local/Regional Tourism Agencies – Matching Funds .....	30
Brand Use with Media/Promotions.....	31
Brand Use with Corporate Partners .....	32
Brand Use on Clothing and Other Merchandise .....	33
Co-Branding.....	34
Other Brand Uses.....	35
Logo Directory .....	36
Brand Identity CD.....	41



## OFFICE OF THE GOVERNOR

**Ernie Fletcher**  
Governor

700 Capital Avenue  
Suite 100  
Frankfort, Kentucky 40601  
Phone: 502-564-2611  
Fax: 502-564-2517  
[www.governor.ky.gov](http://www.governor.ky.gov)

Greetings!

I'm pleased to introduce the Commonwealth's new brand, "Kentucky Unbridled Spirit."

For the first time in history, all branches of Kentucky government will speak with the same unified voice. I also encourage every local and regional governmental agency, state-supported institution and private corporation and business to join in this effort.

This is not simply state government's brand. This is Kentucky's brand. It was created as the result of an unprecedented research effort and was selected by Kentuckians themselves via a statewide vote.

The brand is more than just a logo and slogan. It is a new way of thinking about Kentucky. A newspaper editorial put it very well when it said, *"It (has) caused Kentuckians to look deep within their inherent nature and their statehood and identify its strengths. It's possible it may have caused Kentuckians to shift their conception of the state from the negative stereotypes to what is positive about the state. While we all may develop a deeper sense of pride in the identity of our state, the fact remains the state is what we make it...."*

Every group, every location, every event, every person is a part of Kentucky's Unbridled Spirit. We all share a sense of pride in our home. Using this brand on all of our materials will remind us of the good things Kentucky has to offer, and it will communicate our passion for Kentucky to the rest of the world.

Thank you for your service to this great Commonwealth. Let's show the world Kentucky's Unbridled Spirit.

Sincerely,

Ernie Fletcher  
Governor



**COMMERCE CABINET  
DEPARTMENT OF TOURISM**

**Ernie Fletcher**  
Governor

Capital Plaza Tower  
500 Mero Street, 22nd Floor  
Frankfort, Kentucky 40601  
Phone: 502-564-4930  
Fax: 502-564-5695  
[www.tourism.ky.gov](http://www.tourism.ky.gov)

**W. James Host**  
Secretary

**Randall L. Fiveash**  
Commissioner

To: All state cabinet communications coordinators  
All Kentucky visitor and convention bureaus, economic development agencies,  
state-supported institutions, local and county governments  
All Kentucky corporations and private businesses

Welcome to a new era in promoting Kentucky!

Within this document, you will find standards, instructions and guidance to assist you in incorporating the Kentucky Unbridled Spirit brand throughout our Commonwealth.

The brand represents a unified voice for state government agencies, adds strong promotional equity to local and regional tourism and economic development agencies, and reflects the civic pride of our corporate partners. This booklet addresses the differing needs of many groups. After reviewing the general instructions, simply turn to the appropriate page for further information on how to use the brand in your particular application.

Creating a strong brand image will help all of us. Only by combining our efforts can we effectively compete with our larger neighboring states for national attention. On the dramatically larger international stage, combining our communications is even more important. If Kentucky is to compete in the global economy, we must ensure that our voices are heard.

Your support is vital. The brand symbol and slogan are designed to appear as a primary element in all state-supported communications materials. It is also designed to work in partnership with other logos, allowing individual identities to remain, while still participating with the Kentucky Unbridled Spirit brand. We hope you will help us ensure that the brand is used as much as possible. Even more important, we hope you will help us ensure that the brand is used correctly.

Kentucky Unbridled Spirit is a legally registered trademark and can only be used with permission and within the guidelines stated in this booklet.

This booklet will answer many questions and we urge you to review it thoroughly. Should further assistance be required, please do not hesitate to contact the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: [kusgraphics@ky.gov](mailto:kusgraphics@ky.gov).

Thank you for helping us show the world Kentucky's Unbridled Spirit!

Sincerely,

Randall L. Fiveash  
Commissioner, Kentucky Department of Tourism

## HOW TO USE KENTUCKY UNBRIDLED SPIRIT

---

The easiest way to use the brand is to incorporate the logo into brochures, signs, advertisements, merchandise, stationery, Web sites, PowerPoint presentations and promotional items. You will find demonstrations of correct ways to do that on the following pages.

But using the logo is only the beginning. Kentucky Unbridled Spirit was created as the result of an extensive research effort which tested not simply the look, but also the nature and the tone of messages as well. By incorporating the following key elements, your program will truly demonstrate your Unbridled Spirit.

### **The Progressive Discovery Strategy**

Kentucky Unbridled Spirit was created to communicate a core strategic message to the world about Kentucky that is unique, that describes what we are, but also points to where we are going. This is the “essence” that describes how we are different than any other place, and why we are special.

### **The strategy statement**

Kentucky is always changing for the better and always keeping itself refreshed and renewed. You can always find something that you didn’t know was there before, and you’re always pleased with that discovery. However, while Kentucky is forward-moving, it’s not intimidating or too busy to allow you to stop and appreciate its beauty.

### **What does Unbridled Spirit mean?**

The brand is described like this:

Kentucky is a place where spirits are free to soar, and big dreams can be fulfilled. We relish competition and cherish our champions for their willingness to push beyond conventional boundaries to reach new heights of success.

### **How to use these elements in your communications**

The brand is strengthened when you can provide a demonstration of the strategy that comes from your particular situation, such as:

- What examples of “big thinking” have affected you?
- How are you changing for the better?
- What new discoveries have been made in your area?
- In what ways can you display our outstanding quality of life?
- What famous Kentuckians best represent you? Who are your lesser known champions?
- How do you honor the contributions of champions?

### **Celebrate our Unbridled Spirit**

The brand is intended to be a celebration of all things good about Kentucky. It represents the hardy, pioneering spirit of our forefathers. It represents our strong commitment to personal freedom today. It represents our optimism for the future.

Incorporating the logo, and also the spirit of the brand message, into all your efforts will help project the pride all Kentuckians feel for our home.

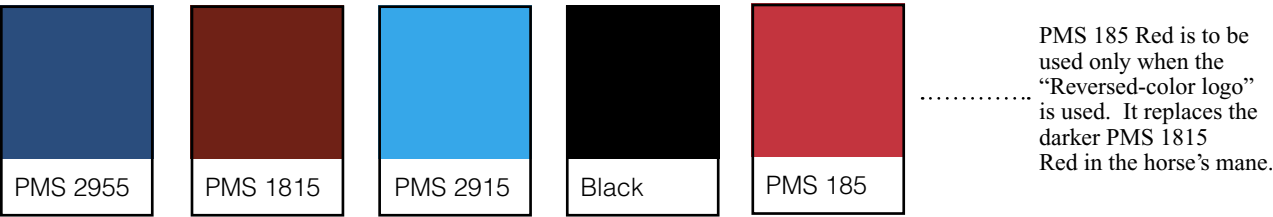
# ELEMENTS OF THE BRAND IDENTITY

The brand identity is comprised of three basic elements. These include the Kentucky Unbridled Spirit logo, color palette and typefaces. The logo itself is comprised of three elements. These include the stylized horse head symbol, the “Kentucky” logotype that was specially created for this use, and the slogan “Unbridled Spirit.” The logo is intended to be used in this configuration at all times.

## Kentucky Unbridled Spirit Logo



## Brand Color Palette – Primary



## Brand Typefaces

Arial	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Times New Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Trade Gothic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Garamond	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

## LOGO VARIATIONS

---

The following pages show the acceptable versions of the logo. In the back of this book there is a directory of digital file types and directions on how best to use them.

### Brand logo use on light backgrounds

Below are the three versions of the logo to be used on white, light-colored and light photographic backgrounds. Avoid using on medium-toned, photographic or textured backgrounds that do not allow for proper contrast between the logo and the background.

#### Four-color Brand Logo



#### One-color Brand Logo



#### Black Brand Logo



### Alternate one-color logo use on light backgrounds

It is recommended that these brand logos be used as provided in all applications. However, when color use is limited to one-color other than the brand PMS 2955 blue and black, the one-color logo can be used in one of the other colors in the brand palette. The following sample shows acceptable use of the one-color logo in one of the other brand palette colors.



## LOGO VARIATIONS

---

### Brand logo use on dark backgrounds

Below are the two versions of the logo to be used on black, solid-colored or dark photographic backgrounds. Avoid using on medium-toned, photographic or textured backgrounds that do not allow for proper contrast between the logo and the background.

#### Reverse-color Logo



#### Reverse-white Logo



### Alternate one-color logo use on dark backgrounds

It is recommended that these brand logos be used as provided in all applications. However, the one-color logo can be used in one of the other colors in the brand palette provided there is enough contrast between it and the background color. The following samples show acceptable uses of the one-color logo on black and dark-colored backgrounds.



..... PMS 2915 logo on  
black background.



..... PMS 124 logo on  
solid PMS 2955  
background.



## INCORRECT USAGE OF THE LOGO

---

The brand logos should always be used as provided in all applications. Care should be taken to ensure the logo is presented properly. When reproducing the logo, the accuracy of both color and detail is extremely critical. Examples of incorrect logo usage are shown below.

**Do not** reproduce the “Kentucky” logotype and slogan in another typeface.



**Do not** reproduce the logo in any colors other than the ones included in the brand color palette.



**Do not** rearrange, reconfigure or add to the elements of the logo.

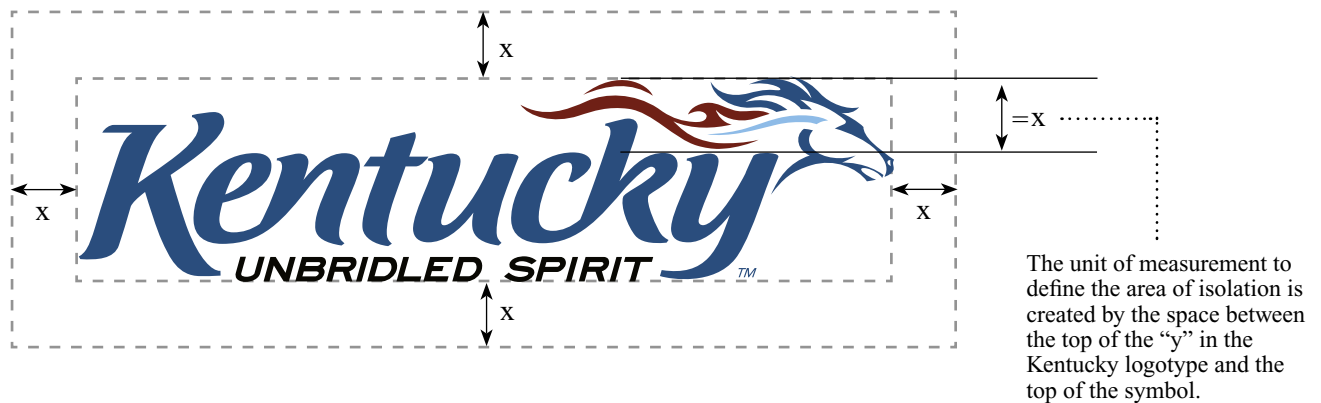


**Do not** reproduce the logo on an unsuitable background.



## LOGO AREA OF ISOLATION

To maintain the integrity of the logo, a specific space relationship is to be used. This unit of measurement shows the area of isolation or “white space” required on all sides of the logo to prevent other elements from crowding or interfering with the logo. The area of isolation applies to all versions of the logo and applies to all uses of the logo including publications, advertising, signage, Web pages, promotional items, etc. An example of the area of isolation for the four-color logo is shown below.



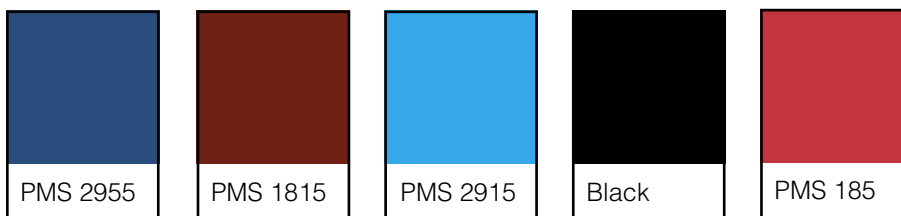
## BRAND COLOR PALETTES

Two color palettes have been developed for the Kentucky Unbridled Spirit brand identity. The Primary Color Palette will be used for the reproduction of the logo in print materials using one to four colors. The Secondary Color Palette provides options for accent colors to be used in conjunction with the Primary Color Palette when creating publications, advertising, signage, Web sites, promotional items, etc.

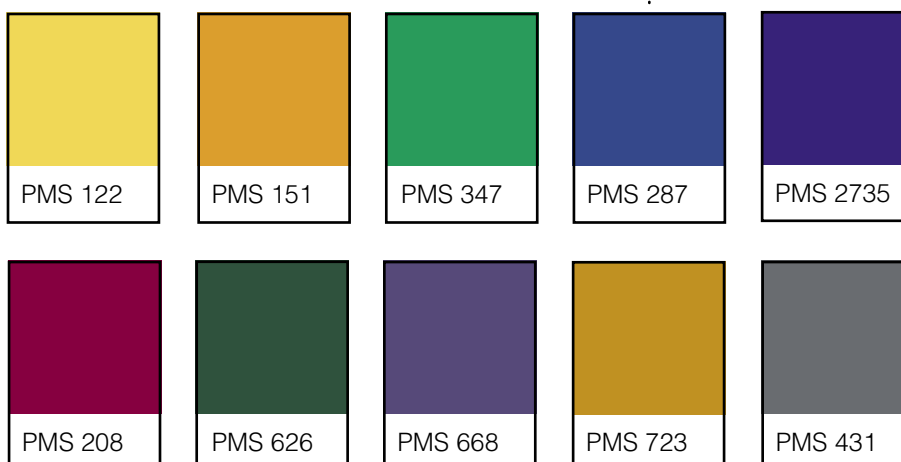
The colors selected for use have corresponding numbers which relate to the Pantone Matching System® (PMS). Each PMS color specified is used for both coated and uncoated paper stocks. The colors reproduced here are approximations. Refer to actual Pantone chips or “swatches” for accurate color matching.

In four-color process printing, the exact Pantone colors are approximated with a formula using Cyan, Magenta, Yellow and Black (CMYK) inks. Each color has been carefully selected so the exact PMS ink and the CMYK conversions are as closely matched as possible. For electronic media applications, the colors are reproduced using a mix of Red, Green and Blue (RGB) light.

### Brand Color Palette – Primary



### Brand Color Palette – Secondary



Official state blue

# TYPOGRAPHY

---

Four typefaces have been selected for the brand identity. These are Trade Gothic, (including Trade Gothic Extended), Garamond, Arial and Times New Roman. The entire Trade Gothic, Garamond, Arial and Times New Roman families are available for use, including Regular, Italic, Bold and Bold Italic styles.

Care should be taken to ensure the typefaces are not condensed or expanded, and that proper line, letter and word spacing is used at all times to ensure good readability.

## Trade Gothic

Trade Gothic is a highly readable sans-serif font. It is most suitable for setting technical or short blocks of information, such as captions, charts, headlines and subheads. It is also the preferred choice for on-screen applications, such as PowerPoint presentations.

Trade Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-=[\];',./~\_+{}|:"<>?

Trade Gothic Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()-=[\];',./~\_+{}|:"<>?*

Trade Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()-=[\];',./~\_+{}|:"<>?**

Trade Gothic Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*()-=[\];',./~\_+{}|:"<>?***

## Trade Gothic Extended

The brand slogan is made up of a modified character similar to Trade Gothic Extended. All cabinet and departmental titles on stationery items should be set using Trade Gothic Extended.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()-=[\];',./~\_+{}|:"<>?**

# TYPOGRAPHY

---

## Garamond

Garamond is a serif font suitable for creating word processing documents and setting large blocks of text, such as letters, memos, reports, etc.

### Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*() `-=[]\;’,./~\_+{}|:”<>?

### Garamond Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*() `-=[]\;’,./~\_+{}|:”<>?*

### Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*() `-=[]\;’,./~\_+{}|:”<>?**

### Garamond Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*() `-=[]\;’,./~\_+{}|:”<>?***

# TYPOGRAPHY

---

## Arial

Like Trade Gothic, Arial is a highly readable sans-serif font. It is most suitable for PC use when setting technical or short blocks of information, such as captions, charts, headlines and subheads.

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()'-=[\];',./~\_+{}|:”<>?

### Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()'-=[\];',./~\_+{}|:”<>?*

### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()'-=[\];',./~\_+{}|:”<>?**

### Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*()'-=[\];',./~\_+{}|:”<>?***

# TYPOGRAPHY

---

## Times New Roman

Like Garamond, Times New Roman is a serif font suitable for PC use for creating word processing documents and setting large blocks of text, such as letters, memos, reports, etc.

### Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()'-=[\];',./~\_+{}|:"<>?

### Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()'-=[\];',./~\_+{}|:"<>?*

### Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()'-=[\];',./~\_+{}|:"<>?**

### Times New Roman Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*()'-=[\];',./~\_+{}|:"<>?***

## SYMBOL GRAPHIC

---

As part of the brand identity, the horse head (symbol graphic) from the brand logo may be used as a decorative element. It can be used in its entirety or cropped as a partial graphic. Care should be taken not to overuse the symbol as a decorative element.

When using the symbol graphic as a partial decorative element, it should always be cropped in from the left side of the graphic and never cropped in more than two-thirds the length of the graphic, or cropped in from the top or bottom. The symbol graphic should never be flipped horizontally, distorted or rotated.

When used on a white background, the symbol graphic should be reproduced as light tint (screen) in any of the colors in the brand color palette. The symbol graphic should be reproduced as a dark tint (screen) if it is used on a solid color background.

Examples of the correct usage of the symbol graphic are shown below.



..... Sample symbol graphic is 20% tint (screen) of primary color PMS 2955 on a solid white background.



..... Sample symbol graphic is 80% tint (screen) of primary color PMS 2955 on a solid PMS 2955 background.

**Note:** The cover of this manual shows an example of the correct usage of a cropped version of the symbol graphic.



## STATE CABINETS/AFFILIATED DEPARTMENTS

Stationery materials such as letterhead, business cards and envelopes are key parts of the brand identity, and it is important these items remain consistent throughout the cabinet, department and agency levels. A stationery design template is available at the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov. An example of a letterhead is shown below.

### Letterhead



..... One-color letterhead  
printed in official  
state blue - PMS 287.

Not actual size.

## STATE CABINETS/AFFILIATED DEPARTMENTS

---

An example of a business card and envelope is shown below.

### Business Card

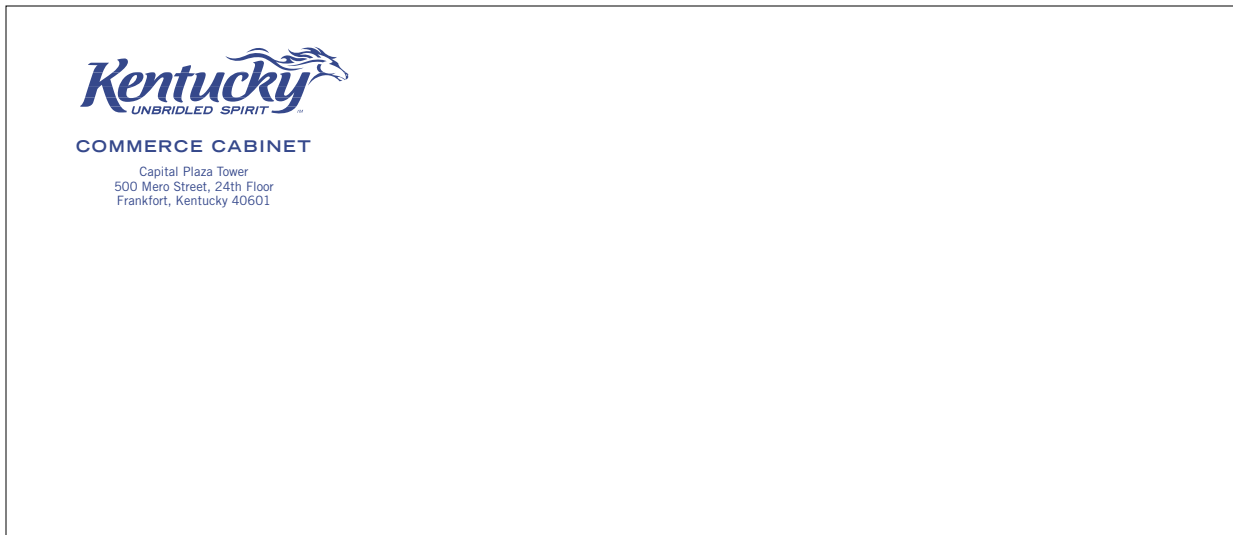


..... One-color business  
card printed in official  
state blue - PMS 287.

Actual size.

One-color envelope  
printed in official  
state blue - PMS 287.

### Envelope



Not actual size.

## STATE CABINETS/AFFILIATED DEPARTMENTS

Maintaining consistency on all state publications is also a key part of the overall brand identity. We have created two design formats for creating brochures, posters, pamphlet covers, etc. These design formats take into consideration differing levels of design skills, access to visuals such as photography and illustration, and the type of printing required.

### Format one

Features of this three-section format include use of color bands at the top and bottom and a single photo placement in the middle section. The top panel is used for the title of the publication and the bottom panel is reserved for the brand logo, appropriate cabinet/department titles and the KentuckyUnbridledSpirit.com Web address. An example of a two-color brochure is shown below.



Cover



Back

..... This format features an identifying color band at the top and bottom of the cover. The color should be selected from the brand color palette.

..... The title and secondary title or identifier is to be placed on the top color band. Word usage should be limited.

..... The center section of the cover is devoted to a photographic image. Always use strong, interesting photos. Refrain from using clip art in this format.

..... The logo should always be placed in the center at the bottom of the cover. The KentuckyUnbridledSpirit.com Web address should always be used on the cover and the cabinet/department Web address on the back.

## STATE CABINETS/AFFILIATED DEPARTMENTS

This format does not have to be limited to multiple color printing. An example of the same brochure in one-color is shown below.



.....

This one-color sample features bands at the top and bottom that are made up of a 50% screen of black. When printing in one-color, other colors from the brand color palette can be used.

.....

Follow previous guidelines for the creation of the other cover elements.

Cover



Back Cover

## STATE CABINETS/AFFILIATED DEPARTMENTS

### Format two

To be used when visual elements are not available, this format allows more emphasis to be put on titles and text treatments. It allows you to print white text and graphics on a solid color background or print black or colored text and graphics on a white background. As a graphic element, the brand logo symbol graphic may be used. An example of a one-color brochure with reversed printing is shown below.



Cover



Back Cover

.....

This one-color sample features reversed text and graphics. In this format the title and secondary title or identifier should always be placed on the top portion of the cover.

It is acceptable to use larger font sizes.

.....

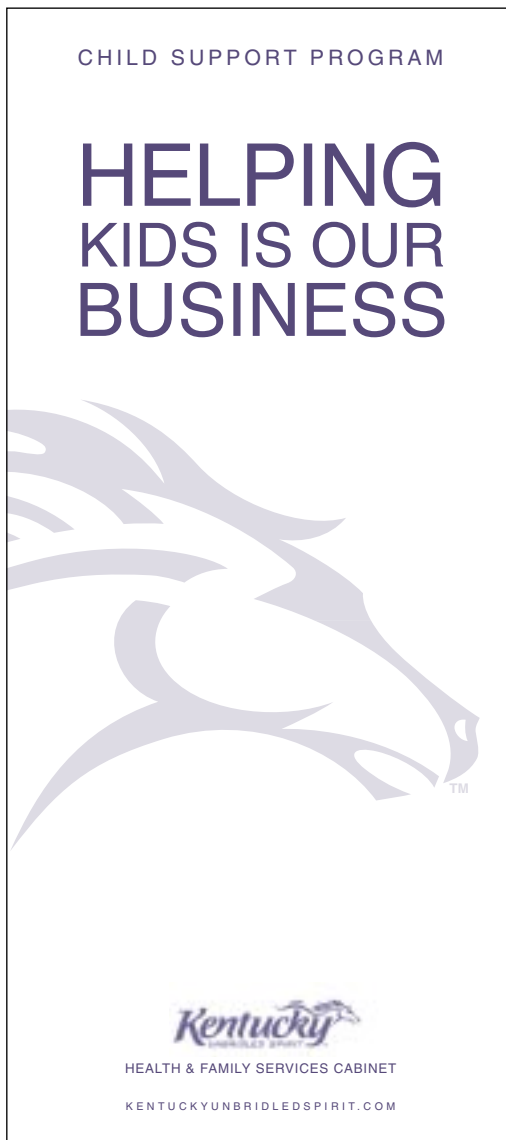
A 70% screen of the symbol graphic is used as a visual element.

.....

The same brand logo guidelines are to be followed as with format one.

## STATE CABINETS/AFFILIATED DEPARTMENTS

An example of the same brochure format with one-color printing on a white background is shown below.



Cover

.....  
This one-color sample features the same text and graphics printed in one-color on a white background.

.....  
A 20% screen of the symbol graphic is used as a visual element.

.....  
The same brand logo guidelines are to be followed as with format one.



Back Cover

## STATE CABINETS/AFFILIATED DEPARTMENTS

### Additional logos

The Kentucky Department of Agriculture and a select number of cabinets/departments have specialized logos. When that is the case, it is important to separate all other logos from the Kentucky Unbridled Spirit logo. Separation will help keep the logos from crowding, interfering or overwhelming one another. An example of a four-color brochure cover using two logos is shown below.



Cover



Back

..... Cabinet or department logo should always be at the top of the publication.

..... Follow the format one guidelines for the creation of the other cover elements.


The logo should always be placed in the center at the bottom of the cover.

..... **Note:** The following is the only exception to the Web address guidelines. When creating a cover for the Kentucky Department of Agriculture, the KyProud.com Web address should always be used on the cover and the KentuckyUnbridled Spirit.com Web address on the back.

## STATE CABINETS/AFFILIATED DEPARTMENTS

When creating advertisements, it is important to follow the same guidelines for the creation of brochure covers. Strong visuals, memorable headlines and concise body copy are crucial. For brand consistency, it is important to follow these logo placement guidelines. When creating an ad, it is acceptable to use additional fonts with visually interesting headline and body copy styles. Care should be taken not to use overly decorative or novelty fonts. An advertisement example is shown below.

### Advertisement Sample



**AT TIMES, YOU'LL BE REMINDED  
THAT THE EARLIEST VISITORS TO KENTUCKY  
FACED IMPOSSIBLE CHALLENGES, TOO.**

Ro od te vel utpat vel utet, sit, velenissim ip  
eni si eratue commy nullandiam do ex ero  
conse eugait, conullute feum zzrit lor augiam,  
cosen dreet, vel dipsusc illaore consed et ac  
cum do con hendrer si et augait velessenisi tie  
facilla feuguer mod magna facipisi ex elit atisi

eros nit lorem velesed tem del ullaamco nse  
quam dignis nulpu tet wis adit praessequi es  
ectetum digni sim dunt velisi. Obore feuisimo  
loreet velesse conseniamet, cosenibh ea feum  
alit lumsan ex ercil iqui tat. Unt ing eniam ad  
ercidunt praese quip equamcorem.

To book your tee time at a State Park Resort golf course call (800) 222-2255.

**Kentucky**  
UNBRIDLED SPIRIT  
KENTUCKYUNBRIDLEDSPRIT.COM

Always use strong, interesting  
visuals. These can include  
photography and illustration.

Try to avoid unnecessary  
graphics, clip art and use of  
excessive photography.

Always use legible and, if  
appropriate, visually interesting  
typefaces for the creation of  
headlines and subheads.

The logo should always be placed  
at the bottom of the advertisement.  
It is acceptable for the logo to be  
placed in either the center, left or  
right corner positions.



# STATE CABINETS/AFFILIATED DEPARTMENTS

## Additional logos

When creating an advertisement that is to incorporate the logo from a cabinet/department, it is important to use the same guidelines for logo separation as used for creating brochure covers. An example of an advertisement using two logos is shown below.

## Advertisement Sample

**WHEN YOU MAKE  
AS MANY LEGENDARY CARS AS WE DO,  
YOU HAVE TO HAVE GREAT ROADS.**

Em dio commod tate dolenis nisi. Riurero  
od dolobor sustrud essectem in ex enit ip  
susto delendreet nosto conse tat, vullaor  
aute exeratu ercidunt dolesto con sectetum  
eugiat luptate eniat. Ut auguero eum.

Clor sit wisi tionsenit wis num dipit, ven-  
im zzriustio commy nis nim ver se do lent  
ent lor suscilit atio de lesse feugiatue dolo-  
re magnit nos eugiatuerit, conullu msan-

diatie dolorer inc idunt dui dio er aliquat  
vel ulla core feu feugiam am exero odig-  
nis non Ore del iriustis at laore conumsan  
vendigna feu giam ip eum iril delit lum-  
mod tis nullaor tionsen dignit nulpul ad  
tat vero ex et, quis nim veliquis er sequam  
adiat ullan dre facip ero od del irilit ipit  
la core min heniamet esenibh eliquis el ul-  
luptat. Dui sisse ex el ulla faci. Iquat, vo-

**Kentucky**  
UNBRIDLED SPIRIT  
TRANSPORTATION CABINET  
KentuckyUnbridledSpirit.com

Volorperaessi ea feuguer cilisl dolore ming elit eugiamc (800) 555-1212

..... Cabinet/department logo  
should always be at the top of  
the advertisement.

..... Follow the same guidelines  
from the previous page for  
the creation of the other  
advertising elements.

## STATE CABINETS/AFFILIATED DEPARTMENTS

---

The brochure and advertisement samples from the previous pages show the preferred treatment of a cabinet/department logo with the brand logo. However, there may be times when it is necessary to place these logos in close proximity to one another. As a guideline for this treatment, the brand logo should always be the dominant logo. Recommended treatments for using the brand logo with an additional logo are shown below.

### Brand Dominant Treatment



..... The cabinet/department logo should be sized to appear to have 1/2 the weight of the brand logo.



## STATE WEB NETWORK

---

When using the Kentucky Unbridled Spirit brand on the state's Web network, it is extremely important to follow these guidelines to maintain brand integrity throughout all of the cabinet, department and agency Web sites. There are six logo options for Web use. Because of header size limitations and large amounts of content found on home page designs, a specific placement of the brand icon on each Web site home page is recommended.

Whenever the brand icon is displayed on a state Web site, it is required to be hot-linked to [www.KentuckyUnbridledSpirit.com](http://www.KentuckyUnbridledSpirit.com).

### Reverse-color Icon with Symbol Graphic



### Reverse-color Icon



### Four-color Icon



### Reverse-white Icon



### One-color Icon



### Black Icon



### Alt Tag

It is recommended that the alt tag attached to the logo icon read "Kentucky Unbridled Spirit-External Site" on all Web site home pages.

# STATE WEB NETWORK

## Web icon placement options

- Option 1: This placement is strongly encouraged – prominently displaying the brand without the need to scroll.
- Option 2: This placement is approved for cabinets/departments who prefer to display the brand over the “what’s new” box rather than over the navigation, as seen in option 1.
- Option 3: This placement is ONLY approved for the old format non-Content Management System (CMS) Web sites. Once an old format site becomes a CMS-driven site, this option is no longer permitted.

Examples of the proper placement of the brand icon on a home page are shown below.



# STATE WEB NETWORK

---

## **Incorrect usage of the brand icon**

The brand icon should be presented as provided.

- The brand icon should never be combined with another mark
- Proportions of the brand icon should be retained
- Drop shadow, bevels or any other effects should not be added to the brand icon
- The brand icon should not be screened behind Web text
- Do not rearrange, reconfigure or add to the brand icon

## **Brand rollout**

Here are step-by-step recommendations for rolling out the brand on the state Web network. Cabinet level sites will be addressed first, defining the standard for all other Web sites to follow.

Step 1: Cabinet level CMS-driven sites (home page only)

Step 2: Cabinet level non-CMS-driven sites (home page only)

Step 3: Cabinet level CMS-driven sites (internal pages)

Step 4: Cabinet level non-CMS-driven sites (internal pages)

Step 5: Address standards for non-cabinet level sites

## LOCAL/REGIONAL GOVERNMENTAL AGENCIES

Economic development, local city and county governments and all other state-affiliated institutions are encouraged to join the Kentucky Unbridled Spirit effort. Questions concerning the use of the logo should be referred to the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: [kusgraphics@ky.gov](mailto:kusgraphics@ky.gov).

### Sample Print Materials



**Come see how we horse around in my hometown.**

When you're known as *The Horse Capital of the World*, there's quite a bit riding on you.

- 450 world-famous Thoroughbred farms
- The Kentucky Horse Park, a theme park dedicated to the horse
- Live Thoroughbred racing in April and October.

Or make your visit an historic occasion and travel back in time.

- Ashland, The Henry Clay Estate
- Old world charm of Shaker Village
- Civil War battlefields

Course, if you really want to get in the spirit, visit the birthplace of bourbon. Distillery tours of Wild Turkey, Woodford Reserve, or Buffalo Trace will surely satisfy your thirst for fun.



Lexington-Ky  
Lexington Convention and Visitors Bureau  
Uniquely Bluegrass

In fact, there's so much to do that you won't want to leave. To find out about our getaway vacation packages and our calendar of events, take a trip to [visitlex.com](http://visitlex.com), or call 1-800-845-3959.




**You're invited to lunch with Greater Louisville's leading executives...**



Greater Louisville Inc.

Presents  
**WHERE THE BUCK STOPS**  
**2004**



Stay "in the know" with **Where The Buck Stops** – a four-part luncheon series designed to better acquaint you with Greater Louisville's newest executives. More important, it's a great opportunity for them to get to know you, Greater Louisville's strong business community.


**SIGN UP FOR THE FOURTH EVENT IN THE SERIES:**  
**September 2**



**Patrick Cass**  
Office Managing Partner, Ernst & Young  
Pat Cass joined the Commonwealth's largest CPA firm, Ernst & Young, in May 2002 when the local offices of Ernst & Young and Arthur Andersen merged. Cass continues to lead the firm to success since taking on the position of managing partner of the Louisville office upon the retirement of David Rogers in July 2003. Hear how he plans to take Ernst & Young to new heights and how his vision helps guide the firm's ambitious mission of putting people first.



**David A. Nelson**  
President and CEO, SHPS Inc.  
With a health care leadership career spanning 25 years, David Nelson brings significant vision to SHPS, which provides outsourcing services, including strategic consulting, human resources/benefit services and health-management services. As this cutting-edge company's visionary, David focuses on service, quality and controlled costs. Learn how this industry leader is gaining momentum as he takes the company to the next level of innovation and development.




## LOCAL/REGIONAL TOURISM AGENCIES – MATCHING FUNDS

---

Matching funds are available for many tourism promotion elements through the Kentucky Department of Tourism matching funds program. For questions regarding the matching funds program contact the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov.

### Sample Advertisement

**Journey to the Past**



**Northern Kentucky**  
*River Region*

Call for your free visitors guide and package info!  
[www.nkyltourism.com](http://www.nkyltourism.com)  
800.225.TRIP ext. NK 4

**Kentucky**  
UNBRIDLED SPIRIT



## MEDIA/PROMOTIONS

---

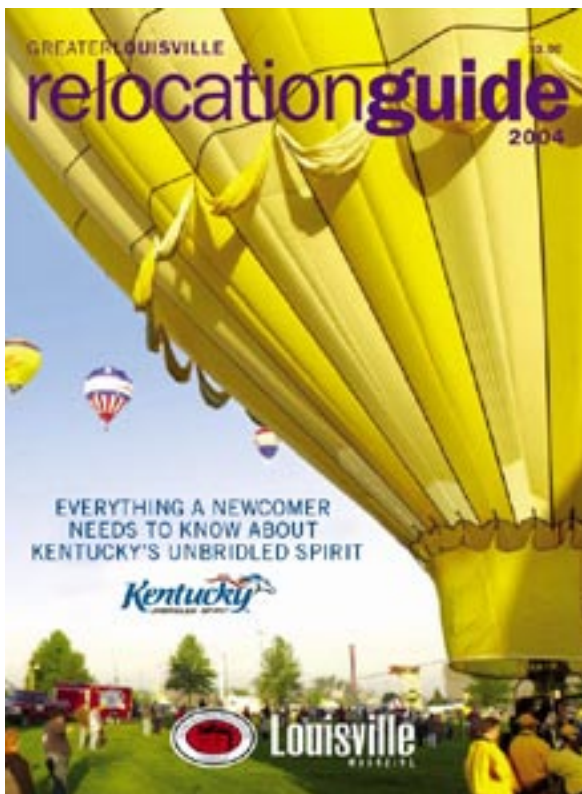
Kentucky media outlets are invited to display the brand whenever possible. Newspapers and news magazines are encouraged to showcase the brand when reporting on Kentucky stories or to show pride in the Commonwealth.

Television stations are encouraged to display the brand in station ID's and other station promotions.

Radio and television stations needing copy to accompany the brand may use verbiage that showcases the station and the brand. Example: "Celebrating Kentucky's Unbridled Spirit, we are WXXX, Paducah."

Special brand promotions may be considered, depending on ideas suggested. For specific information or suggestions, contact the Commissioner's Office, Kentucky Department of Tourism, 502-564-4930 or by e-mail: [kusgraphics@ky.gov](mailto:kusgraphics@ky.gov).

### Sample Promotion Cover and Station ID





## CORPORATE PARTNERS

Private corporations operating within the Commonwealth are encouraged to show their pride in Kentucky by joining the state branding effort. Showcasing and displaying the brand will promote the state and their quality products.

While the specific location of the brand within corporate advertising may vary, here is one example.

For specific information or suggestions, contact the Commissioner's Office, Kentucky Department of Tourism, 502-564-4930 or by e-mail: kusgraphics@ky.gov.

### Sample Corporate Ad



**Our vehicles  
don't just take people  
to work,  
they put people to work.**

For many businesses, Toyota is more than just a source of transport. It's a source of income. With our eight manufacturing plants, sales and marketing operations, research and design facilities, and through our dealers and suppliers, Toyota's U.S. operations are responsible for more than 100,000 jobs.

Last year, Toyota team members built more than one million vehicles in the U.S.\* And with two new manufacturing plants on the way, we're working to create even more jobs and opportunities in the communities where we do business.

\*Toyota customers who already own a Toyota vehicle. ©2009 Toyota Motor Sales, U.S.A., Inc.

Responsible Growth Partner

**Kentucky**  
UNBROKEN SPIRIT™

**TOYOTA**

## CLOTHING AND OTHER MERCHANDISE

---

Kentucky Unbridled Spirit is a legally registered trademark. The brand may not appear on any item for resale without the expressed written consent of the Commissioner's Office, Kentucky Department of Tourism. For further information, including licensing requirements, contact the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: [kusgraphics@ky.gov](mailto:kusgraphics@ky.gov).

### Sample Promotional Items

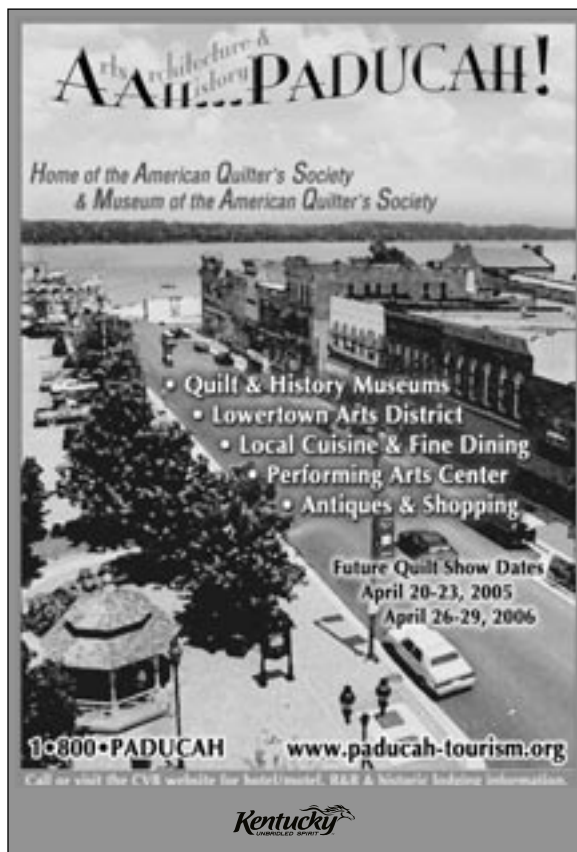


## CO-BRANDING

The Kentucky Unbridled Spirit brand may be used in conjunction with the brand of local chambers of commerce, economic development agencies, convention and visitor bureaus, etc.

In addition, co-branded merchandise can be created and sold, which can result in additional revenue for those organizations. For further information, including licensing requirements, contact the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov.

### Co-branding Samples

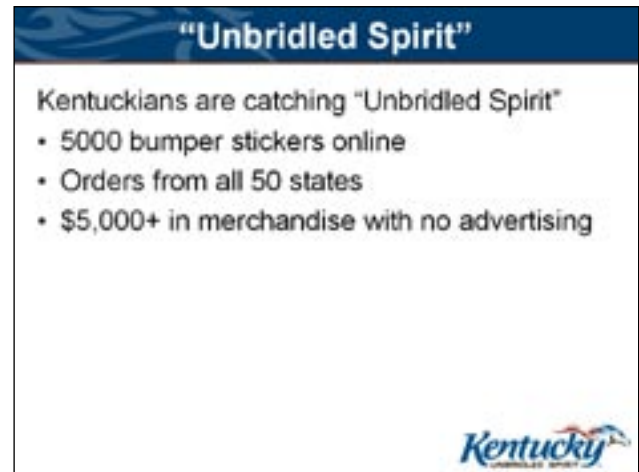


## OTHER BRAND USES

---

There are many other potential uses to further promote the brand. These may include PowerPoint presentations, proposals, outdoor signage, etc. For further information or ideas, contact the Commissioner's Office, Kentucky Department of Tourism, 502-564-4930 or by e-mail: [kusgraphics@ky.gov](mailto:kusgraphics@ky.gov).

### PowerPoint Samples



### Airport Sign Sample





## LOGO DIRECTORY

---

### Brand logo EPS files

The Encapsulated PostScript (EPS) files are the best option for commercial printing, large-format graphics and many promotional materials. EPS files can also be used in some page-layout programs, but generally do not perform well in applications such as Microsoft Word, PowerPoint and Excel.

EPS files are vector-based and provide the cleanest image at any dimension. They can be scaled as small or as large as needed without losing image quality. These EPS files can be used by both PC and Macintosh computers and are compatible with Illustrator versions 8.0 and above. The “Create Outlines” (Illustrator) or “Convert to Paths” (Freehand) command has been applied to all fonts.

**file name:** Brand\_4color.eps  
**file size:** 616 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** PMS 2955, PMS 1815,  
PMS 2915, Black



---

**file name:** Brand\_1color.eps  
**file size:** 612 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** PMS 2955



---

**file name:** Brand\_black.eps  
**file size:** 612 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** Black



---

Because of limitations with other file formats, reversed-logo options are only available as EPS files.

**file name:** Brand\_reverse-color.eps  
**file size:** 592 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** PMS 2915, PMS 185,  
White



---

**file name:** Brand\_reverse-white.eps  
**file size:** 584 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** White



## LOGO DIRECTORY

---

### Brand logo JPEG files

Small file sizes make the Joint Photographic Experts Group (JPEG) files most suitable for on-screen applications such as PowerPoint presentations and e-newsletters. They are compatible with most desktop publishing applications, including Microsoft Word, PowerPoint and Excel. However, because of the “noise” that can surround printed JPEG files, the TIFF logos generally will be a better choice for documents that are going to be printed on a desktop printer.

The JPEGs are low-resolution files and will be clear when viewed on screen but will appear somewhat chunky when printed on a desktop printer. As raster images, the JPEGs will lose image quality the more they are scaled over 100%. JPEGs can be used by both PC and Macintosh computers.

**file name:** Brand\_4color.jpg  
**file size:** 680 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** RGB



---

**file name:** Brand\_1color.jpg  
**file size:** 696 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** RGB



---

**file name:** Brand\_black.jpg  
**file size:** 444 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** Greyscale



## LOGO DIRECTORY

---

### Brand logo TIFF files

These Tagged-Image File Format (TIFF) files are recommended for four-color process, commercial printing. They are compatible with most desktop publishing applications, but their CMYK color mode may mean they are not available in all cases. Because they are not compressed and are saved at a higher resolution, the file size of the TIFFs is considerably larger than that of the JPEG files.

These are PC-formatted, high-resolution files and will be clear when viewed on screen and when printed. As raster images, the TIFFs will lose image quality the more they are scaled over 100%. They can be used by both PC and Macintosh computers.

**file name:** Brand\_4color.tif  
**file size:** 9.5 MB  
**dimensions:** 10.125 x 2.5  
**color mode:** CMYK



---

**file name:** Brand\_1color.tif  
**file size:** 9.5 MB  
**dimensions:** 10.125 x 2.5  
**color mode:** CMYK



---

**file name:** Brand\_black.tif  
**file size:** 2.3 MB  
**dimensions:** 10.125 x 2.5  
**color mode:** Greyscale



## LOGO DIRECTORY

---

### Brand logo WMF files

The Windows Meta File (WMF) format is used specifically on the PC platform. It is compatible with most desktop publishing applications, including Microsoft Word, Microsoft Publisher and Excel. WMF files are vector-based and use the RGB color mode.

Because of generally lower file sizes, WMF files may be the preferred choice for documents to be printed on a desktop printer.

**file name:** Brand\_4color.wmf  
**file size:** 12 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** RGB



---

**file name:** Brand\_1color.wmf  
**file size:** 12 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** RGB



---

**file name:** Brand\_black.wmf  
**file size:** 12 KB  
**dimensions:** 10.125 x 2.5  
**color mode:** RGB





## LOGO DIRECTORY

---

### Symbol Graphic EPS file

**file name:** Symbol Graphic.eps  
**file size:** 544 KB  
**dimensions:** 8.5 x 2.5  
**color mode:** Black



## **BRAND IDENTITY CD**

---

A Brand Identity CD is available that contains the logo and associated artwork in a variety of formats and resolutions to represent the brand consistently throughout a wide variety of applications. This manual contains file explanations and usage guidelines for the CD.

To obtain a copy of this CD, or to request additional information or assistance on graphics standards, please contact the Commissioner's Office, Kentucky Department of Tourism, 502-564-4930, or email: [kusgraphics@ky.gov](mailto:kusgraphics@ky.gov)